

**CABY IRWMP
Latino Outreach
Interview Questions**

1. In general, what are your thoughts on the quality and accessibility of water in the region, particularly as it applies to the Latino population in your area?
2. When you think of bodies of water in the region, such as lakes, rivers and creeks, what thoughts come to mind?
3. What do you see as the role water plays in the daily lives of Latinos in your community?
4. Are there any water-related issues that affect the Latino community in your area? Challenges? Opportunities?
5. What do you consider to be the most important short term and long term water challenges in Latino community?
6. Part of the IRWMP process is to identify and include in the plan potential water projects in various communities that address issues like the ones you've identified. Are you aware of any water projects CABY should consider or are there any specific needs that you think a project could address?
7. One of the goals of this process is to engage the Latino community more in water issues and in the CABY process. Do you have any thoughts on how to best engage the Latino community on this topic?
8. Are there any other individuals you can think of with whom we could have a similar discussion and gather their thoughts on water issues in the Latino community?

Table C.1: Spanish Material Review						
Piece Title	Agency	Topic	Audience	Pros	Cons	Applicability to CABY Project
Cuarenta y Nueve Consejos Practicos Para Conservar Agua	Texas Water Development Board	Water conservation. The four-panel brochure provides 49 different water conservation tips, organized by category. Categories are set based on scenarios, such as "In the Kitchen," "In the Laundry," etc.	There's no stated audience in the piece, but it really seems to be targeting the general Spanish-speaking population with things they can do at home to help conserve water.	The way they organized the tips makes it easy for someone to find a section that interests them and go through those tips. It also offers tips of things that are doable...making the issue something that the average individual can do something about instead of something ethereal with no tangible solutions.	A lot of text. While the tips are good, there are a lot of them and can be overwhelming. The design is minimal, utilizing clip art that doesn't really help with the messages, and the copious copy is crammed in a tight space and with a small font. I can't see many people reading the whole piece at once.	The approach of taking a big issue like water conservation and bringing it directly into the home is an approach that should be followed by CABY. We might even consider breaking up some of these tips and categories and placing them on the website or creating smaller rack cards for each topic, making the information more digestible.
The Dillos Demonstrate Wordless Water Conservation	Texas Water Development Board	This bilingual brochure utilizes mostly graphics, starring an armadillo, to show proper ways to conserve water.	The brochure seems to be targeting English and Spanish speakers who may have a lower education level, thus the emphasis on drawings rather than text. This could also be effective for younger audiences.	The graphics help overcome language and literacy barriers. The way it's designed makes the reader try to guess what the armadillos are doing and then the back provides the actual answers in text, turning the brochure into a sort of game that may better retain the readers' interest.	The only issue I see with this is that it doesn't really go into the bigger picture of what the issue is, but that's probably not the purpose of this piece. This may just be an accompanying piece to something else. Also, the graphics and design are not very professional, but that may also not be necessary.	We have talked about using graphics rather than text for signage. This shows an interesting example of the same approach for brochures. It may be something we can consider or at least incorporate to some degree into what we do.

Table C.1: Spanish Material Review						
Piece Title	Agency	Topic	Audience	Pros	Cons	Applicability to CABY Project
Recreacion. Un Vistazo Rapido.	Southwest Florida Water Management District	Outdoor recreation and the use of public parks and preserves.	Non-discernible	None	The copy reads as something that was translated, not created specifically for this purpose. It therefore stumbles on itself and makes it harder to communicate its message. The photos included in the brochure don't represent the Latino audience the brochure is targeting. The map on the inside is too busy to be helpful.	This helps CABY more to see what type of things to avoid. At a quick glance, the brochure may look nice and colorful. But looking at the actual content, organization, design and audience shows that this was a poor attempt at applying an existing piece to a new audience without concern for language or culture.
Ahorrando Agua Dentro de Su Hogar	Southwest Florida Water Management District	Water conservation in the home.	Latino homeowners	None	This is a six page document. Too much information. Unlike the similar brochure done by the Texas Water Development Board, most of the tips offered here are not easy things one can do. They're a lot more involved, require more expertise and are more expensive. Therefore the audience may be turned off by the piece before they get too far into it.	None. We need to keep information more concise and helpful.

Table C.1: Spanish Material Review						
Piece Title	Agency	Topic	Audience	Pros	Cons	Applicability to CABY Project
Consejo para el Uso Inteligente del Agua - Hogar y Jardin	The Metropolitan Water District of Southern California	Water conservation in the home and yard.	Latino homeowners	The piece is attractive, colorful and looks like it was professionally done. It also features a photo on the cover that speaks to the intended audience.	Unfortunately, this piece also reads as though it's a translation of an existing English document. Though the translation may be technically accurate, it doesn't speak to the culture of the audience. The tips are a mixture of easy, doable things and other more complex issues. Unfortunately, the way they've designed it, clustered, in reversed type, make it so that one doesn't really want to take the effort to read through it.	The use of colors and images is appropriate for this target audience and is something CABY should consider as it designs its own materials.
Mas Facil	Metropolitan Water District and the Family of Southern California Water Agencies	Water conservation is easy.	Latino homeowners	This piece does something interesting that I don't see in any of the other ones. For each tip that it provides, it gives the number of gallons of water that it would save. This helps make the tip more tangible and demonstrate that it actually has a positive effect.	The materials keep directing readers to an English web site, rather than a Spanish one. They can find the Spanish site through the English web site, but it would have been better to provide a Spanish URL. Also, I would have preferred for the piece to use more accessible, easier to understand Spanish.	Some of the tips could be used in our materials. We should also try, if possible, to quantify some of the information we provide, as they did.

Table C.1: Spanish Material Review						
Piece Title	Agency	Topic	Audience	Pros	Cons	Applicability to CABY Project
Guia Para el Cuidado del Jardin Desertico	Arizona Municipal Water Users Association	Maintaining a garden in an arid/desert environment	Latino homeowners and gardening aficionados	Lots of good, specific information of what to do in order to have a healthy garden...down to how many inches to cut the grass, what frequency to mow and what time of day is the best to water the lawn. This would be a very helpful piece for someone interested in the topic.	None	This is not one of the topics that we're looking into, but the way it's organized and laid out are good examples of the type of thing we should be doing.
Conservacion del Agua Ahorros Para Todos	New York State Public Service Commission	Water conservation tips	General Latino audience	Some good water conservation tips.	Like many of the other pieces, this also reads as though it was translated rather than written for this audience.	

Outreach Plan for Disadvantaged Communities (DAC) and Communities Possibly Affected by Environmental Justice (EJ) Issues

The long-term effectiveness of the CABY IRWMP is dependent upon the active participation of those who will be affected by the plan and its many projects. To ensure the broadest participation possible, it is necessary to make special efforts to outreach to communities who are often underserved and/or disproportionately affected in land and water planning endeavors, i.e., have or may have environmental justice (EJ) issues, in order to ensure that their interests are represented in the revised IRWM Plan. In the CABY Region, this includes economically Disadvantaged Communities (DACs), California Native American Tribes, and Hispanic/Latino communities.

This document outlines systematic outreach plans for each of these constituencies during the CABY Region IRWMP update for the purpose of increasing their awareness, understanding, and involvement. Outreach efforts are described herein by target audience:

- Disadvantaged Communities, which includes both Urban DACs and Rural DACs
- California Native American Tribes
- Hispanic/Latino communities

Overall Goal: To identify, contact, engage and support participation by economically disadvantaged communities, Tribes, and Hispanic/Latino communities in the IRWMP process.

Methods of Outreach: IRWMP team members carry out outreach efforts through many methods, both formal and informal, as appropriate to the strategy and the situation. These include personal phone calls and visits; electronic mail and US mail; formal meetings (e.g., regional and sub-regional); informal meetings, and other opportunistic methods. These outreach efforts are supported by information provided on CABY's website. Team members may consider and use additional outreach methods as appropriate, such as news releases, advertisements in publications, notices in newsletters of partner organizations, and Public Service Announcement on the radio.

Evaluation: CABY's DAC/EJ outreach efforts can be evaluated in both objective and subjective manners. Recommendations for evaluation are included below.

Disadvantaged Communities

Background: In the IRWMP process, a disadvantaged community is identified as a community with an annual median household income (MHI) that is less than 80% of the statewide annual MHI. California's MHI in 2010 was \$60,883 (based on 2010 census data from the DWR webpage, which became available in February 2012); therefore, DACs are communities whose MHI is \$48,706 or below. Based on the 2010 census, 18 communities within the CABY Region are now identified as DACs. The communities that meet the DAC definition has changed with the new census data in the following ways:

- Fourteen communities not previously identified as DACs are now considered DACs: River Pines, Kirkwood, Grizzly Flats, Soda Springs, Washington, North San Juan, Rough and Ready, Newcastle, Downieville, Alleghany, Camptonville, as well as parts of Graniteville, Pike and Dobbins. This change is due in part to the new census data, and in part to the most recent assessment using a broader scope (the earlier assessment was not sufficiently broad).

- Four communities identified as DACs in the earlier assessment are still considered DACs with the 2010 data: Plymouth, Grass Valley, Penn Valley and North Auburn.
- Seven communities previously defined as DACs no longer meet the DAC criteria: Palermo, Diamond Springs, Placerville, Nevada City, Foresthill, Colfax and Challenge-Brownsville.

Objectives for DAC Outreach:

1. Use a phased approach to outreach that gradually reaches greater numbers of people living in disadvantaged communities; utilize census data as it becomes available to identify and outreach to new DACs.
2. Recognizing the financial and economic challenges of DAC communities, utilize a “go to them” approach as much as possible (versus a “come to us” approach)
3. Work with disadvantaged communities to develop projects from the current IRWMP projects list.
4. Work with DACs to identify water resource related issues and priorities.
5. Work with DACs to identify and develop new projects to address identified issues and priorities.
6. Work with DACs to increase their capacity for fundraising to ensure the long-term success of DAC projects.
7. Work with other project sponsors to identify DACs that are/may be affected to identify opportunities for collaboration.
8. Seek to build long-term relationship between CABY and DAC communities.

Strategies to Achieve Objectives for DAC Outreach:

1. Build a list of contacts for DAC communities; update regularly.
2. Conduct outreach to inform DAC representatives and community members about opportunities and potential benefits presented by the IRWMP process; inform, educate and recruit participation through regional meetings, sub-regional meetings, word of mouth, the IRWMP website, and through other materials as needed.
3. For DACs in urban locations, work with public agency and non-profit staff to facilitate outreach efforts.
4. For DACs in rural locations, first identify water agencies, irrigation districts, or other community services districts within the DACs. If public agencies and non-profits do not exist or are not adequately staffed, or Internet services are unreliable, then conduct outreach one-on-one with individuals or with volunteer boards, or, where appropriate, through other social structures such as schools and churches.
5. Encourage DAC involvement in IRWMP decision-making through invitations to participate in meetings, committees, work groups and document review.
6. Educate Project Team members about DAC challenges and opportunities; seek to involve DAC representatives in project identification, development, and implementation through work groups and, where necessary, one-on-one contact.
7. Work with DACs individually to identify and develop specific projects by providing in-kind technical support (e.g., planning, project design, preliminary cost/benefit analysis), to help ensure that their issues are addressed.
8. Expand outreach efforts as new DAC communities are identified through new census data (i.e., 2010 census data as it becomes available); provide background and bring new communities up to speed as necessary.
9. Conduct workshops focused on building capacity for fundraising, and other needs if/as identified through the DAC outreach.

10. Solicit information from other project sponsors to determine whether DACs would be affected; conduct outreach to those DAC communities as needed to facilitate collaboration.
11. Solicit input from DAC members about the notion of “Environmental Justice,” e.g., are they aware of the term, do they understand what it is, are there EJ issues in their local community? Use the forum provided by the PC to educate members about EJ issues, including a definition of EJ, identification of local communities EJ may be an issue, and develop strategies to address identified community issues.
12. For rural DACs, place IRWM/P information, documents, materials and data in local libraries (or other public equivalent) to facilitate public access and build awareness, understanding and involvement in the IRWMP process.

California Native American Tribes

Background: The State Department of Water Resources uses the term “California Native American Tribe” to signify all Indigenous Communities of California, including those that are Non-federally Recognized and Federally Recognized, and those with allotment lands, regardless of whether they own those lands. Additionally, some water bodies and Tribal boundaries may cross regional boundaries. Therefore, IRWMP outreach efforts should include all Tribes that are impacted by water in an IRWMP region. Further, the DWR recognizes that there are challenges to some types of Tribal participation in the IRWMP process (e.g., need to adopt the Plan in order to be a project sponsor), and continues to work with Tribes to address these challenges at the State level (DWR Tribal Communication Plan Draft, Summer 2008).

The CABY Region includes both Federally Recognized Tribes (FRT) and Non-Federally Recognized Tribes (NFRT). Federally Recognized Tribes have sovereign powers, a unique political status that requires government-to-government relationships. For outreach purposes, it is important to note that FRTs generally have paid staff and clear points of entry for communication efforts (e.g., Environmental Director, Tribal Council), whereas NFRTs often do not. Further, individual NFRT members may themselves be geographically dispersed, making outreach more difficult.

Because CABY’s prior outreach efforts had not resulted in the desired high level of Tribal participation, CABY retained the services of the non-profit California Indian Environmental Alliance (CIEA) to guide and assist with Tribal outreach efforts for the current IRWMP update.

Objectives for Tribal Outreach:

1. Cast a wide net in outreach efforts, seeking to involve both Federally Recognized and Non-Federally Recognized Tribes; reach out to Tribes with Tribal lands in the CABY Region, and to Tribes with historical and cultural ties to the CABY IRWMP Region but no Tribal lands.
2. Work with Tribal representatives to develop projects from the current IRWMP projects list.
3. Work with Tribes to identify water resource related issues and priorities on Tribal lands, as well as on non-Tribal lands (e.g., cultural resources).
4. Work with Tribal representatives to identify and develop new projects to address identified issues and priorities.
5. Work with other project sponsors to identify opportunities for collaboration with Tribes.
6. Look to the longer-term horizon of the Plan and work with Tribes to increase Tribal participation in CABY IRWMP decision-making and governance.

7. Work with Tribes to identify barriers to IRWMP participation (e.g., IRWMP adoption), and to identify possible solutions.
8. Keep an eye on the planning horizon; seek to build long-term relationships with Tribes.

Strategies to Achieve Objectives for Tribal Outreach:

1. Create a Tribal outreach list of contacts; update list regularly to capture turnover in Tribal positions.
2. Conduct outreach to Tribes in a manner that clearly identifies benefits and opportunities presented by the IRWMP process, and solicits feedback.
3. Have CABY Executive Director make initial written contact with the Tribes and at key milestones; as appropriate, consultants conduct the remainder of outreach efforts.
4. At key points, send Tribal correspondence via US mail in addition to electronic mail; follow up key email and US mail correspondence with personal phone calls to ensure materials were received, to answer any questions, and to encourage participation.
5. If/as new Tribal contacts become involved (e.g., through turnover in position) provide background materials if/as needed to bring them current.
6. Encourage Tribal involvement in IRWMP decision-making through invitations to participate in meetings, committees, work groups and document review.
7. Acknowledging that there are often challenges to Tribal participation, seek input from Tribal representatives about barriers and work together to identify potential solutions.
8. Explore interest in convening IRWMP Tribal meetings, including a CABY Region Tribal Work Group; convene meetings and/or provide staff support (e.g., logistics, facilitation) if desired by Tribes, to assist them in convening meetings.
9. Work to identify Tribal representatives that are interested and able to take on leadership roles within CABY, e.g., Tribal Work Group Chair, Planning Committee members.
10. Invite Tribal representatives to participate in project identification, development, and implementation through work groups and, where necessary, one-on-one contact, to help ensure that their issues are addressed in the plan; brief Project Team members about Tribal protocols, and Tribal opportunities and challenges presented by IRWMPs.
11. Work with interested Tribal representatives to identify and develop projects by providing in-kind technical support for planning, project design, preliminary cost/benefit analysis, and other areas as needed.
12. Solicit information from other project sponsors to determine whether Tribal interests might be affected by the sponsors' project(s) and conduct outreach to those Tribal communities as needed; facilitate collaboration among project sponsors, and/or between project sponsor and Tribes, to include Tribal concerns.
13. During ongoing outreach efforts, solicit input from Tribal interests about the notion of "Environmental Justice," e.g., are they aware of the term, do they understand what it is, are there EJ issues in their community?
14. At key milestones, evaluate effectiveness of Tribal outreach efforts and revise as necessary.

Hispanic/Latino Communities

Background: The number of people with Hispanic origins is rapidly increasing within the CABY plan area, and today Hispanics (or Latinos, as some prefer) comprise the largest ethnic minority population in the CABY region (2000 census; 2007 CABY IRWMP). The Hispanic community, generally, does not engage in planning processes such as the IRWMP, due in part to linguistic, cultural and historic barriers.

The Latino population is as diverse in its origins as the Anglo population, representing multiple countries in the southern hemisphere. There are Latinos who are native English speakers and Latinos who have a rudimentary or nonexistent fluency in English. It is this second group who are the focus of CABY's outreach efforts – those who are mono-linguistic or linguistically isolated (where all adults in a household speak a language other than English and none speaks English “very well”) and, therefore, require assistance to understand or benefit from government or social services. Outreach efforts to such communities are further hampered by a cultural distrust of government, and of quasi-governmental agencies or efforts, which is how a State-funded IRWMP effort would likely be perceived, and a need to focus on day-to-day life challenges, such as work, family and financial obligations.

To guide and assist in our Hispanic/Latino outreach, CABY retained the services of Quiroz Communications, a consulting firm that specializes in Latino outreach.

Objectives for Hispanic/Latino Outreach:

1. Use an iterative, phased approach to outreach that gradually includes greater numbers of Hispanics/Latinos, and that seeks preliminary information about water-related issues, confirms those issues, and then focuses outreach on the most salient issues.
2. Recognizing the financial and economic challenges of such communities, utilize a “go to them” approach as much as possible (versus a “come to us” approach).
3. Where practicable, collaborate with existing agencies and organizations that focus on Hispanic/Latino communities to expand our reach and success.
4. Reduce problems associated with language barriers by providing key materials in the Spanish language.
5. Work to identify projects that address Hispanic/Latino issues and priorities, and provide in-kind technical assistance for planning and project design.
6. Work with other project sponsors to identify opportunities for collaboration that will benefit Hispanic/Latino communities.
7. Look to the longer-term horizon of the plan; seek to have representatives of Hispanic/Latino communities become more involved, working toward the eventual goal of having representatives participating in CABY regularly, e.g., meetings, committees, work groups, and document review.
8. Seek to identify awareness and understanding of Environmental Justice within the Hispanic/Latino community; identify local EJ concerns.
9. Seek to identify barriers to Hispanic/Latino participation in the IRWMP process, as well as possible solutions.

Strategies to Achieve Objectives for Hispanic/Latino Outreach:

1. Create a list of Hispanic/Latino contacts; update list regularly.
2. Identify and collaborate with agencies, non-profits, schools and/or churches that already serve or are familiar with the communities, e.g., Hispanic Business Council, watershed groups.
3. As the first phase of outreach, identify 6-10 key individuals in the Hispanic/Latino community who are knowledgeable about the community, water-related issues, or both; conduct interviews to identify salient issues.
4. Based on information gleaned in first-phase interviews, conduct a focus group comprised of approximately 15-20 local Hispanic/Latino community members to increase their awareness and understanding of water-related issues, and confirm and expand on issues and priorities as

identified by community members; present findings to PC and proceed with outreach based on those findings.

5. Based on findings from the interviews and focus group, work with project sponsors to integrate Latino concerns into their projects, develop modules for CABY projects that include elements that are relevant to the Latino community for that project (e.g. water quality signage for a riparian restoration project) for projects that might affect or be affected by EJ issues, and support ongoing education within the Latino population about water and water related issues
6. Solicit information from other project sponsors to determine whether there are opportunities to collaborate with Hispanic/Latino community members; provide technical assistance as necessary.
7. Brief Project Team on IRWMP challenges and opportunities for the Hispanic/Latino communities.
8. Explore possibilities for outreach to, and input from, Hispanic/Latino farm workers' communities, e.g., by working with county agriculture commissioners to identify individual contacts.
9. Based on findings from interviews and focus group, identify key topics for educational materials to be prepared in the Spanish language.
10. Conduct research to determine if identified Spanish-language materials already exist elsewhere and can be used in the CABY Region with little or no modification; if not, identify appropriate existing English materials and have them translated into Spanish, or create materials in Spanish as needed.
11. Identify and use existing, trusted delivery mechanisms, e.g., schools and churches in the communities as much as possible for distribution of outreach and education materials, including Spanish-language materials.
12. Explore use of additional outreach mechanisms, such as Public Service Announcements on the radio, and advertisements in local Hispanic/Latino publications.
13. During ongoing outreach efforts, solicit input from Hispanic/Latino community members about the notion of "Environmental Justice," e.g., are they aware of the term, do they understand what it is, are there EJ issues in their local community?
14. Solicit input from Hispanic/Latino community members about barriers to participation in the IRWMP process, as well as potential solutions.

Evaluate CABY IRWMP Outreach Efforts

The following describes specific criteria to use to objectively and subjectively evaluate the success of CABY's IRWMP outreach efforts.

1. Was each of the above Strategies to Achieve Objectives carried out for DACs? For Tribes? For Hispanic/Latino communities?
2. Is there more involvement by DAC community members in IRWMP meetings when outreach efforts are complete than when the outreach efforts began? By Tribal interests? By members of the Hispanic/Latino community?
3. Are there new or revised projects in the updated IRWMP that are sponsored by representatives from DACs? From Tribes? From Hispanic/Latino communities?
4. Are there new or revised projects in the updated IRWMP where representatives from DACs collaborated with other project sponsors? Tribes? Hispanic/Latino community?
5. Does the Planning Committee have a greater understanding of the issues and priorities of DACs in the CABY Region? Of Tribes? Of the Hispanic/Latino community?

6. Does CABY have a greater understanding of what constitutes effective outreach to DACs, in both urban locations and rural? To Tribes, both Federally Recognized and Non-Federally Recognized? To Hispanic/Latino communities?

Water Issues in the Latino Community

Based on one-on-one stakeholder interviews and one focus group, the following are the major water issues identified to date in the monolingual Latino community:

Water Quality

- There is a lack of trust in the quality of the water that comes out of the faucet.
- The vast majority of the people we talked to purchase bottled water for consumption and some even for cooking. This is a significantly costly option for low income families.
- Some people reported receiving notices from their landlords warning them against drinking the water.
- Most don't have any information questioning or affirming the quality of their water; they just don't feel comfortable drinking it.
- About half of the people in the focus group stated that even if someone proved the water was safe to drink, they would still not trust it and would continue to purchase bottled water.
- However, they all said they really wanted information as to the quality of the water and viewed this as their number one water issue.
- There is a strong cultural component in this discussion. Many immigrants come from places where water is not potable and therefore have an engrained aversion toward drinking tap water. Many respondents stated that they felt physically ill just thinking of drinking water from the faucet.

Fats, Oils and Grease Disposal

- None of the focus group participants knew how to properly dispose of fats, oils and grease. Most dumped it down the sink and the rest threw it in the trash.
- Focus group respondents knew that used car oil needed to be taken to special locations for recycling. However, the stakeholder interviewees identified this as a subject for needed community education.
- After some discussion, the focus group participants were able to make the connection between improper fats, oils and grease disposal and impacts to water quality and the environment. They were all interested in learning more about how to properly dispose of fats, oils and grease.
- There is an opportunity here for effective community education.

Recreational Signage

- Several focus group participants mentioned that they use the rivers and streams for recreational purposes, but complained about the lack of signage available in Spanish.
- They viewed this as a safety concern since the signage could be advising them about perilous water conditions.